PASADENA
ANNUAL REPORT 2014

"REDISCOVER PASADENA"

The City of Pasadena Annual Report is produced by the City Manager's Office.
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City Hall, 100 N. Garfield Avenue, Pasadena, California 91109

PASADENA

Vision

Pasadena will combine world-class events, science and technology, arts and culture, history and architecture with great neighborhoods and opportunities for all.

Mission

The City of Pasadena is dedicated to delivering exemplary municipal services responsive to our entire community and consistent with our history, culture and unique character.

Values

The City of Pasadena values: Responsiveness; Honesty and Integrity; Accountability; Excellence; Open, Clear and Frequent Communication; Innovation; Diversity and Inclusiveness

Mayor and City Council - 2014

The Pasadena City Council is a diverse group of civic leaders and professionals with a deep respect for Pasadena's rich history who are dedicated to their important roles as our elected policy makers to guide city government and help maintain Pasadena as a vibrant community.

The City Council goals are fiscal responsibility and stability; enhancing public facilities and infrastructure; increasing conservation and sustainability; improving mobility and access throughout Pasadena; supporting and promoting the quality of life and local economy, and ensuring public safety.

The Council meets on most Monday nights at the City Hall Council Chamber, 100 N. Garfield Avenue, Second Floor. Council agendas are posted on the City's website and at City Hall. The public is always welcome. Council meetings are broadcast live on KPAS, the City's government cable access television station, and streamed live on the City's website. All meetings are video archived.

Councilmembers are elected per district, serving four-year terms. The Mayor is elected citywide, also for four years. In 2015, eligible residents will vote for candidates for Mayor and Council Districts 1, 2, 4 and 6. For more information visit the City Clerk's webpage, **www.cityofpasadena.net/CityClerk.**

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Welcome

The City of Pasadena experienced many positive accomplishments during the past year and the Annual Report is our opportunity to highlight those achievements. However, it became apparent that 2014 also would be remembered for the discovery that Pasadena was the victim of a long-term embezzlement scheme allegedly perpetuated by a former City employee. It is very unfortunate that the misappropriation of up to $6.4 million will overshadow the success and progress achieved by nearly 2,000 honest, hardworking City employees in 2014.

The City has posted the results of a forensic audit and many other documents regarding the theft online at ***www.cityofpasadena.net/invoiceinvestigation***, and we will provide more information when available. The City is working with the appropriate authorities to ensure those responsible are held accountable for all criminal acts. We are taking corrective actions identified in the audit and we will hold employees accountable who failed in their responsibilities to follow our policies and safeguard public funds.

As City Manager, it is my duty to help our organization develop systems that prevent these actions and, if they occur, to make certain that the necessary changes are accomplished so that we are not victimized like this again. Our organization will solve the shortcomings that enabled this theft to occur and, in the process, we will become stronger and earn back the public's trust. Our 140,000 residents and the thousands of businesses who call Pasadena home are who we work for, each and every day. I am proud to say that your City employees work hard to maintain and improve many of the programs and services we offer to ensure a high quality of life and to make certain that Pasadena is one of the best cities in the nation to live, work, learn, and enjoy.

Thanks to the City Council's leadership and the determination of our employees, the benefits of some very difficult decisions during the past six years have resulted in healthier overall finances. The City ended Fiscal Year 2014 with a small, but positive, balance for the second consecutive year and we expect to end the current fiscal year on a similar note that will allow us to continue rebuilding the fiscal reserves that served the City so well in the past.

The Council's foresight to invest in capital improvements and key infrastructure projects is now helping to fuel a rebounding local economy. Private sector investors, developers and real estate partnerships are creating new hotels, restaurants, retail shops, residential projects and commercial buildings that are either under construction now or preparing to begin in 2015. The City continues to move forward with more investments in infrastructure, including our streets and bridges, parks, community centers, the Rose Bowl Stadium, the Civic Auditorium-Convention Center and the Glenarm Power Facility.

The City also remains committed to supporting the arts, culture, public health and public transportation. Our ArtNight, Make Music Pasadena and Levitt Pavilion Summer Concerts are cultural gems enjoyed by thousands, many traveling here by efficient local and regional public transportation to experience the special events and support our local restaurants and shops.

In 2014, the newly renovated Rose Bowl Stadium–gleaming like a diamond under the international media spotlight for the 100th Rose Bowl Game and the final BCS Championship Game — hosted more special events than in recent years, including highly successful concerts by award-winning recording artists. While such events generate important income and bolster our economy, in 2015 we must better balance the revenue demands for the Rose Bowl with the impacts on the surrounding neighborhoods.

In 2015, the City looks forward to continuing its partnerships with key community members — including the Pasadena Unified School District, Pasadena City College and our extensive network of non-profit organizations — to enrich our lives, enhance learning opportunities and improve our neighborhoods. We will endeavor to work with our private sector business leaders, the Pasadena Chamber of Commerce, the Bob Hope Airport Authority, Innovate Pasadena, the hospitality industry and many others to attract more high-tech investments, jobs and economic opportunities.

It is a distinct privilege to be the City Manager for Pasadena. It is a responsibility that I take very seriously and willingly; as do the members of the City's Executive Leadership Team. Our commitment to Pasadena's residents, businesses and visitors is to ensure the City's quality of life is among the best in the country and all City employees work every day with honesty and integrity to keep the faith and confidence of the public. The last few months of 2014 have reminded us that we still have work to do to ensure Pasadena is, in fact, a model municipal organization. I am confident this goal will be achieved.

In that spirit, it is my honor to submit Pasadena's Annual Report for 2014 to the Mayor, the City Council, our City Employees and to our residents, businesses and community stakeholders.

Respectfully,

Michael J. Beck
City Manager

City Website

Introduction

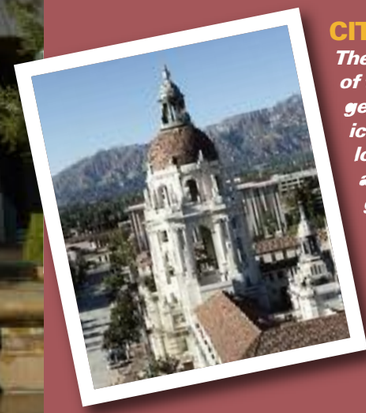
The City of Pasadena Annual Report for 2014 chronicles a year of accomplishments and success for your municipal organization of about 2,000 people in 16 departments and three operating companies who provide the City's programs, services, special events and emergency help for Pasadena's residents, businesses and visitors.

The Annual Report provides a brief snapshot of the City's endeavors on your behalf. You will find QR codes throughout this document that can be scanned by your smart phone or tablet to reference additional information. Or, we invite you to go directly to the City's website at ***www.cityofpasadena.net.***

We encourage you to follow us by signing up on our various Twitter, Nixle or Facebook pages. Please watch KPAS, the City's government cable access TV station, available to cable subscribers or from a live stream on our website. Our meetings of the Pasadena City Council and of our Boards and Commissions are open to the public. And if you need to ask us a question, request a service or report an issue, call us at our Customer Service Center, (626) 744-7311.

What you'll discover is that we are here to help you and to provide excellent service to ensure that Pasadena's quality of life is among the best in the nation.

About the Cover: In keeping with the theme of "Rediscover Pasadena" for the 2015 Mayor's State of the City event, the Annual Report features several "Hidden Gems" on the following pages. Look carefully for the photos from the cover to learn more about some of the many unique places that call Pasadena home!



CITY HALL

The Crown Jewel of the Crown City's gems. Historic & iconic; the seat of local government and a key community gathering spot. Beloved by many and open to all. One of the most photographed buildings in California.

The Rose Bowl—The Best College Football Stadium in America

In September 2014, Pasadena's Rose Bowl Stadium, a National Historic Landmark, was ranked by U.S.A. Today as the Number 1 College Football Stadium in the country, topping a "Who's Who" Top Ten list of world-famous stadiums.

The honors capped an amazing year of events for the fabled stadium, which began on January 1, 2014 with the 100th Rose Bowl Game — The Granddaddy of Them All and the first post-season bowl game to reach the century milestone. Just five days later, the stadium was filled to capacity again for the final BCS National Championship Game, an electrifying gridiron match that will go into the record books as one of the most exciting bowl games ever played.

Throughout the summer, concerts by world-famous recording music artists included Beyonce & Jay Z "On the Run" Tour; the Eminem X Rihanna "Monster Tour" and One Direction's "Where We Are Tour" wowed audiences of all ages with powerful performances. The concerts not only solidified the newly renovated stadium's status as a premier concert venue, but the shows generated important revenue for both the stadium and the local economy from concert goers.

Another great home football season for the UCLA Bruins; the monthly gathering of antique fans at the Rose Bowl Flea Market, an international soccer match between the LA Galaxy versus Manchester United in July; the City's annual Fourth of July celebration and numerous other special events such as the Pasadena Humane Society's Wiggle Waggle Walk helped round out a busy 2014 stadium schedule.

In 2015, the Rose Bowl Operating Company (RBOC) and the City will be taking a closer look at a proposed multi-day music festival. While no firm plans have been announced, both RBOC and City officials will be looking to balance this and other future activities at the stadium with mitigating the impact on, and the needs of, the surrounding neighborhoods in the Arroyo Seco area. Look for more work to be completed at the stadium as the $181 million renovation program moves towards completion at America's Stadium.

The Rose Bowl Brick Campaign, ***www.rosebowlbricks.com***, meanwhile, continued its mission in 2014 in a joint effort by the Tournament of Roses and Legacy Connections to raise donations for future stadium improvements. The Brick Campaign allows anyone to become part of history "one brick at a time" by purchasing personalized pavers and bricks used in the giant rose mosaic in front of Gate A at the stadium's main entrance. A formal ribbon cutting for the rose mosaic was held in 2014.

www.rosebowlstadium.com

PCAC *Rose Bowl Stadium* *PCOC*

Pasadena Media: A New TV Studio Opens in 2014

On April 2, 2014, the Pasadena Community Access Corporation, (PCAC), opened the doors to a new, all-digital, 6,000-square-foot public access television studio at 150 S. Los Robles Ave., marking a new era in local community TV programming and media training opportunities for Pasadena.

The standing-room-only ribbon cutting for PCAC, also known as Pasadena Media, highlighted a strong, local commitment to free speech and community access TV. It is the first new community access TV facility built in Pasadena in 25 years. In December, a 25-year Operating Agreement between the City and PCAC was approved by both organizations, ensuring the long-term viability of the public access facility.

Pasadena Media, one of the City's three operating companies, operates the studio and manages broadcast operations for Pasadena's public access cable TV station, the Arroyo Channel and the City's government station, KPAS. Programming is available to cable TV subscribers plus free web streaming is available on the City's and Pasadena Media website, ***www.pasadenamedia.tv.***

During the past year, Pasadena Media aired more than 17,000 hours of cablecast programming — about 8,700 hours each on the Arroyo Channel and KPAS, including nearly 4,500 hours of public service messages, emergency information and bulletin board announcements. All City Council meetings are broadcast live on KPAS, re-played several times and are archived as video on demand.

The Arroyo Channel offers a wide range of local programming, from news and talk shows to music, comedy, cooking, faith and self-help. Both stations air extensive coverage of local special events and provide viewers with coverage of town hall meetings, local elections and candidate debates not seen anywhere else.

In the coming years, the new studio will help Pasadena Media increase local programming and media training opportunities for producers to create even more original content. Look for the City to increase its coverage of City departments, programs, services and special events too.

Making Pasadena a "Must Visit" Destination

PASADENA
Convention & Visitors Bureau

The Pasadena Center Operating Company (PCOC) in 2014 continued to attract and book hundreds of special events, business meetings, conferences and other activities, successfully marketing Pasadena as a premier business and leisure travel destination.

PCOC, ***www.visitpasadena.com****, operates the City's Convention Center, Civic Auditorium, the Convention and Visitors Bureau and the Ice Skating Center. PCOC helps lead the way for the local tourism and hospitality industry which generates an estimated yearly economic impact of about $475 million, including about $10.4 million in state and local tax revenues and supports more than 2,000 jobs.*

Thanks to the PCOC, about 30,514 room nights were booked in local hotels, generating nearly $27 million in revenue for the city and local businesses from 361 events that brought in nearly 335,000 attendees. PCOC, a City operating company, continued to attract larger, more lucrative conventions and, once again, played host to the star-studded, glitzy ALMA (American Latino Media Arts) Awards show, recorded live and broadcast around the world.

In 2014, PCOC also worked with event organizers to bring the Stage 7 finish of the eight-stage Amgen Tour of California bicycle race to Downtown Pasadena. For 2015, Pasadena will partner with the Tour of California race for the fourth time in the 10-year history of America's largest professional cycling event, this time hosting the final finish (Stage 8) to the 700-mile race on May 17.

Ice skating enthusiasts and hockey players continued to make the Pasadena Ice Skating Center their facility of choice with more than 57,000 visitors taking to the ice, including 28 hockey teams. In December, more than 480 skaters from across the country competed in Pasadena during the Ice Skating Institute Holiday Challenge competition.

PCOC also responded to more than 35,000 phone inquiries; 3,200 walk-ins to its offices and 1,000 requests for mailed visitor packets. It also operated the 30th Annual Visitor Hotline, answering more than 3,500 calls in two weeks about the Rose Parade, Rose Bowl Game and the BCS National Championship Game.

Police and Fire—Protecting the Public is a Top Priority

Protecting our residents and the people who visit and work in Pasadena—and being ready to respond quickly, 24/7, to emergency calls for service—is a primary goal for the City.

In 2014, the men and women of the Pasadena Police and Fire Departments answered thousands of such calls day and night when the public needed our help the most, often putting themselves in harm's way in order to protect and serve the public.

During the past year, the Pasadena Fire Department responded to 17,368 calls, including 13,547, or about 74 percent, for emergency medical reasons. There were almost 3,000 fire calls, about 20 percent, and the rest, about 800 calls, were welfare calls, minor service calls or false alarms.

At the same time, the Police Department's Dispatch Center processed nearly 280,000 calls resulting in 119,000 calls for service response to law enforcement personnel in the field. The Dispatch Center's 19 staff and three supervisors work in shifts around the clock handling an average of 5,200 9-1-1 calls and 18,000 non-emergency calls per month.

On July 12, police dispatchers were instrumental in helping to resolve Pasadena's mass shooting incident in the 1700 block of North Summit Avenue. The armed suspect killed three people, wounded two others and shot at many more, including Pasadena public safety personnel. He was eventually taken into custody by police without additional loss of life due to the exceptionally composed and trained Emergency Service Operator Diane Marin, who talked the suspect into surrendering while her fellow dispatcher, Alexis Bartoli-Figueroa, helped coordinate information and activities of the police and firefighters at the scene who had surrounded the suspect's position. The suspect has since been charged with three counts of murder and remains in custody awaiting trial.

The incident demonstrates the need for Pasadena's public safety personnel to remain vigilant in their duties and to maintain regular training schedules for many potential situations. In 2014, police and fire personnel participated in numerous field exercises throughout the year, coordinating with other public safety agencies, local hospitals and schools.

The departments also continued working with the City's Department of Information Technology (DoIT) to incorporate new hardware and software that can help streamline daily operations and improve service to the public. For example, the Fire Prevention Bureau implemented a new Hazardous Materials data management system to interface with the State Environmental database to help standardize and coordinate information. The Bureau also filled two Inspector positions and began using an electronic inspection system.

Collaboration between DoIT and the Police Department resulted in the rollout of the Noteworthy Incident Reporting system to provide up-to-the-minute information to staff and constituents on significant events. In 2015, the Department will continue working with DoIT on several other projects, including replacement of all in-car video systems with new equipment and provide enhanced software for the Department's Crime Analysis Unit.

The Fire Department last year also hired 15 new recruits; took delivery of two new rescue ambulances and two new engines and returned home to full-time operations at Fire Station 39 in West Pasadena after an extensive, $2.9 million seismic retrofit and remodel project was completed.

Throughout the year, both departments continued to emphasize community outreach and education to the public as an essential part of their commitment to residents. Curbside coffee chats, door-to-door visits with merchants, community emergency training classes, the police department's "En Espanol" Academy, outreach and sports programs for local youth are just some of the activities held last year that will continue in 2015 and beyond.

Fire *Police* *Arts*

New Fire Chief Joins Pasadena

In November, City Manager Michael J. Beck announced the hiring of Bertral Washington as the new Chief for the Pasadena Fire Department. Chief Washington assumed his new duties effective Dec. 15, 2014.

Chief Washington comes from the Clark County Fire Department in Nevada, where he had been Fire Chief since November 2010. Clark County serves a diverse metropolitan community of about 900,000 residents, including the unincorporated areas around Las Vegas and one of the nation's busiest airports. Prior to serving as Clark County's Fire Chief, he worked for Las Vegas Fire and Rescue moving through the ranks as a firefighter, paramedic, training officer, Captain, Battalion Chief and Assistant Chief.

Chief Washington replaces Fire Chief Calvin E. Wells, who joined the Pasadena Fire Department in 1979 and has served in numerous positions during his distinguished, 35-year fire service career. Chief Wells officially retired at the end of 2014.

Stay Social with Public Safety

www.twitter.com/PasadenaFD or @PasadenaFD
www.twitter.com/PasPD_News or @PasPD_News
www.twitter.com/PPDChiefSanchez or @PPDChiefSanchez.

Get Nixle alerts from both departments with a free user account at *www.nixle.com* and sign up for the City's emergency telephone notifications at *www.cityofpasadena.net/Fire/PLEAS/.*

DEL MAR STATION PUBLIC ART

Pasadena's streets, parks, public spaces and places like the Del Mar Metro Station abound with public art. A full list of these artistic gems can be found at www.cityofpasadena.net/arts.

Serving the Public with Technology and Transportation

Making the most of today's digital technology and providing efficient public transportation for residents, visitors and workers is the responsibility of two key City departments: Information Technology (DoIT) and Transportation (DoT). In 2014, both departments helped the public to navigate through the digital and physical worlds around them with innovative programs and services.

DoT is best known as the operator of the Pasadena Area Rapid Transit System, providing convenient, on-time bus and Dial-A-Ride service for hundreds of thousands of riders in 2014. During the past few years, the aging fleet of diesel buses has been replaced with cleaner, CNG-fuel buses to help improve air quality and reduce maintenance costs. In 2014, DoT made it even easier to use these new buses when it joined forces with other transit providers in Los Angeles County to jointly accept the TAP electronic card payment system. Now, public transit riders can use one card to pay for all rides.

The Department also worked in 2014 to promote a healthy bike-friendly lifestyle. In May, the Department partnered with the City's Convention and Visitors Bureau and event producers for the Amgen Tour of California Race to create a special, pre-Stage 7 Amgen race called the "Mayor's Ride, Roll and Stroll."

Before the professional cyclists zoomed through Downtown Pasadena for the climatic Stage 7 Finish at City Hall for the 2014 Amgen Tour of California, bicyclists of all ages were able to ride the same course. For several hours, the first-ever event in Pasadena allowed hundreds of bicyclists, joggers, skaters and walkers to experience a unique, car-free Colorado Boulevard, from Pasadena Avenue in Old Pasadena, to Lake Avenue, past the Playhouse District, and back to the Civic Center.

Throughout the year, the Department also promoted its "Make Time" school zone safety program to help improve pedestrian and driver safety around schools and students.
www.cityofpasadena.net/DoIT and www.cityofpasadena.net/Transportation

ROSE BOWL STADIUM

America's Best College Football Stadium. Now you can take a special, behind-the-scenes tour of this National Historic Landmark to learn more about its storied past and see parts of the stadium rarely seen by the public!

DoT

DoIT

In 2014, DoIT teamed up with AT&T to install 14 WiFi Access Points to provide free WiFi service for all smartphone and tablet device owners in the heart of Old Pasadena along Colorado Boulevard between Pasadena Avenue and Arroyo Parkway.

The Department also co-sponsored the first-ever Civic Hackathon, called "Hack for Pasadena," a two-day team collaboration event held in mid-March at Pasadena City College for techies, software developers and data geeks who used open data and hands-on problem solving to re-imagine the way the web, software apps, data and technology can shape the future of the City. About 100 registered participants came together to compete for over $6,000 in cash prizes, resulting in 15 application prototypes that were developed to help the City solve future traffic, transit, parking, health, finance, utility, economic development and community services challenges.

For many City departments, DoIT replaced 1,200 desktop computers in 2014 that were more than four years old, enabling City staff to work more efficiently with updated technology and refreshed business applications. The Department is also helping to implement the cross-departmental Enterprise Resource Planning (ERP) System to better coordinate financial and human resource information.

In 2014, DoIT worked on plans to improve the fiber optic lines throughout Pasadena to increase network capacity between City facilities. This increase in capacity provides additional bandwidth for the burgeoning data traffic from public WiFi services available at all libraries, community centers and between City buildings and data centers.

Serving the Public with Housing

Pasadena's Housing and Career Services Department is a small department with a big, big job: help provide a variety of housing solutions and jobs for the people who need them the most. Year after year, the Department accomplishes just that.

In 2014, working in conjunction with the Foothill Workforce Investment Board, the Department served more than 22,000 Pasadena residents looking for work via its Foothill One Stop Career Center, helping to place about 900 adults and 150 youth into jobs. They also hosted several job fairs throughout the year attended by about 1,500 job-seekers.

For the first time in five years, the Department opened the enrollment for its federal "Section 8" rental voucher assistance program. In two weeks, the Department, working with DoIT, processed 26,000 applications online—or about 1,900 applications per day.

The Department in 2014 successfully secured nearly $17 million in low-income housing tax credits for the 70-unit Heritage Square Senior Apartments and over $5 million in low-income housing tax credits for the 190-unit Mar Vista Union Apartments. Tax credits were secured through the California Tax Credit Allocation Committee's highly competitive semi-annual process. The tax credits represented the final piece of financing required for both projects which will now start construction in early 2015 with completion expected in 2016.

In August, the Department, working with the Flintridge Center, launched the Real Change Movement, a public education campaign on homelessness including bright orange "parking-meter" style donation stations to help raise money for homeless services.

City and community officials gathered at the Fuller Theological Seminary campus in Pasadena where the first Real Change meter was installed and publicly unveiled. Meters have been installed at locations throughout Pasadena and even more will be installed in 2015. The goal is to provide a convenient and secure alternative to panhandling where your spare change can add up to make real change for the homeless.
www.cityofpasadena.net/Housing

Housing

Outstanding Quality of Life — Pasadena's Commitment to Our Residents

In 2014, both the Pasadena Public Library and the Human Services and Recreation Department each achieved significant accomplishments to help improve and enhance Pasadena's quality of life.

The 10-branch public library system, one of the best in California, marked its 130th anniversary with a year-long series of events and activities "Celebrating 130 Years of Reading." The celebration began in January with music, songs, historical exhibits, slide shows and a special birthday cake! Throughout the year, events at various branches focused around the theme of "reading" including two first-time author fairs; a Teen Book Fest and a Sci-Fi Fantasy and Horror Genre Author events for the public.

The 130th anniversary celebration concluded with a "Country Fair" in November thanking the community for its support of the public library, with more than 1,200 attending.

The Library's One City, One Story program for 2014 also provided the community with another highly successful community reading event. A month-long series of programs and events were held in celebration of "Mr. Penumbra's 24-Hour Bookstore" by author Robin Sloan. In addition to the popular Conversation with the Author, the Library collaborated with Idealab in Old Pasadena to present a casual "TED-style" talk with the author. The Library also worked with Art Center College of Design to develop teen-oriented programs to help inspire a new generation of readers.

In 2014, the Library welcomed 1.3 million people, an average of 3,800 visitors per day, who went to one of 10 branches. The library also helped about 545,000 people who visited its website in 2014. ***www.cityofpasadena.net/library***

All of those visitors were busy checking out more than 1.1 million items; browsing online for 183,319 free Internet sessions; or participating in one or more of about 2,500 library programs and special events. About 4,500 teens and adults also joined the Summer Reading Program in 2014.

Last year, the Pasadena Library also added about 44,000 items to its extensive collection of materials, including about 2,500 eBooks available in the Library's popular "cloud inventory."

ROSE PARADE MURAL

Saved from destruction; now preserved and on public display inside Pasadena City College's Hutto-Patterson Gymnasium, this 100-foot-long mural created in 1963 by artist Millard Sheets depicts the first Tournament of Roses Parade and once graced the Home Savings building on South Lake Avenue.

Library

Over at the Human Services and Recreation Department, about 15,000 people signed up for one or more of nearly 1,500 recreation classes offered by the Department at its five community centers. ***www.cityofpasadena.net/HumanServices***

Almost 3,300 youth ages 5 to 18 enrolled in the 2014 Summer and Teen Camp programs; another 2,000 people signed up for swimming programs held at five pools while nearly 30,000 recreational swim visits were logged last year.

The Department issued 90 special event permits in 2014 and was a co-sponsor for many of the events, including the annual Black History Month Parade and related activities, Spring Egg Hunts, Family Fun Day, a special Centennial Birthday Celebration for U.S. Olympian Mack Robinson, Parks After Dark, Juneteenth Celebration, Pasadena Idol Teen Talent Competition, Latino Heritage Parade and Jamaica, Fall Festival, and the City's annual Veterans Day and Holiday Tree Lighting celebrations. For the first time, estimated attendance for these free events exceeded 35,000.

On April 26, 2014, a milestone achievement for the Department occurred when local Aztec-themed dancers, the Danza Yankuititl, performed a special spiritual blessing ceremony for the new Villa-Parke Community Garden.

The opening ceremony for the roof-top community garden marked the beginning of a healthier lifestyle for about 30 Pasadena families with children who can now grow their own fresh fruits and vegetables in a healthy, garden-to-table experience with the help of a master gardener.

The garden is a partnership with Los Angeles County's Little Green Fingers program and the Pasadena Community Gardens Conservancy, a private nonprofit "homegrown" foundation with a mission to improve family health and the quality of life in Pasadena's Northwest neighborhoods through community gardens and nutrition education.

Public Health Department — Improving Restaurant Inspections

For more than 120 years, the Pasadena Public Health Department has worked to promote, protect and improve the health of those who live and visit the Pasadena area.

On January 1, 2014, all Americans began to receive access to affordable health insurance through the Patient Protection and Affordable Care Act. California's Medicaid program (Medi-Cal) was expanded to cover more individuals and Covered CA was open for enrollment though which individuals could purchase health insurance. The Department collaborated with community clinics and community-based organizations throughout the year to enroll more than 8,800 newly eligible individuals into a health plan.

On July 1, 2014, the Department's Environmental Health Division began issuing new inspection placards for public display in Pasadena's restaurants and other permanent food facilities. The placards clearly show the facility's status of Pass, Conditional Pass or Closed at the time of inspection, along with a numeric score or reason for closure. To increase full disclosure and improve health information services to the public, the scores and other data is accessible via a "QR" code on the placard.

Throughout the year, City Health Inspectors conducted 1,028 food facility inspections. The placards have been well received by business owners and the public for their clarity and easy-to-spot graphic design. ***www.cityofpasadena.net/PublicHealth***

The Department also continued implementing the City's Tobacco Control Program. In 2014, the program received $1.5 million in federal funding to help reduce tobacco use in Northwest Pasadena. The Department's Michael D. Antonovich Dental Clinic has begun its second year of providing much-needed, affordable dental care to persons living with HIV/AIDS and is looking to expand services to others in 2015.

Public Health

Productive Year for Public Works and Pasadena Water & Power

Maintaining Pasadena's roads, bridges, refuse service, parks and utilities is the responsibility of two of the City's busiest departments—Pasadena Water & Power (PWP) and the Department of Public Works.

They keep the power on and as affordable as possible. They make sure your drinking water is clean, safe and reliable. Pasadena's streets and bridges are kept clean, well-lit and free of potholes. They care for the City's Urban Forest; meticulously groom our parks; pick up the refuse on schedule and recycle hundreds of tons of waste every year.

The men and women in both departments take immense pride in what they do and how they do it—and they do it all gladly, with a smile.

Customer service is at the heart of what they do and one of the most successful customer service achievements began on January 24, 2014 when the City's new Citizen Service Center, (CSC) a new division of Public Works, began taking your calls for service and information. In its first year, the CSC would answer an astonishing 57,000 calls and assist with an additional 16,000 online or smart phone queries. The CSC currently is open from 8 a.m. to 5 p.m., Monday through Friday, and on many holidays too. For 2015, and beyond, the City is looking at ways to expand this valuable new service.

Other highlights and completed projects for Public Works in 2014 include:

- $2.9 million Seismic Retrofit and Rehabilitation of Fire Station #39
- $938,000 restroom replacements at Allendale and Memorial Parks
- $137,000 Villa Parke Softball Field Renovation
- $261,000 Installation of Street Lighting on Alpine Street
- $164,000 Concrete Repair–Pilot Sidewalk Repair Partnership Program — replaced 26,800 square feet of new sidewalk
- $1.5 million Preventive Maintenance of nearly three miles of streets
- $381,000 Historic Rehabilitation of La Casita del Arroyo in July 2014
- $586,000 Slurry Seal of 10 miles of City streets
- Planted 1,074 street trees; pruned 4,824 others; removed 185 tree stumps and 441 trees

KIDSPACE MUSEUM

The colorful entrance to the Kidspace Museum delights the senses and beckons you to make more discoveries inside this museum for all ages that's neatly tucked into a corner of the Arroyo Seco. Pasadena's network of museums is like a beautiful string of rare pearls—each unique, and lovely alone, but the value of these gems is magnified many times over when joined together.

- Provided 170 tons of free mulch to the public
- Retrofitted 560 street lights with energy-saving luminaires
- Completed design and awarded $1,161,000 contract in July 2014 for fiber optic lines and equipment installation throughout the City
- Achieved 74 percent recycling diversion rate, including 7,475 tons of curbside recycling, 15,000 tons of yard waste, 98 tons of Christmas trees, 71,000 tons of commercial/multifamily recycling and 48 tons of e-waste
- Completed work on the Zero Waste Strategic Plan, adopted by the City Council in October
- Collected 112 tons of trash from Rose Parade and Rose Bowl Game; recycling 80 tons of cardboard and 11 tons of beverage containers
- Collected 50 tons of trash from 2014 BCS Game, recycling 15 tons of cardboard and 5 tons of beverage containers
- 209,000 linear feet (40+ miles) of red curbs painted; 190,000 linear feet of cross-walks painted and 80 miles of lane striping completed
- 3,800 graffiti abatement spots removed

For PWP, the year was equally busy. Among the highlights for PWP were:

- More than 47,000 scientific tests to ensure your water meets or exceeds all state and federal requirements
- Completed four-mile-long Eastside Well Collector Project that links five groundwater wells to Jones Reservoir, allowing better blending and quality of groundwater
- Began construction at Glenarm Power Plant for a new, state-of-the-art 71-megawatt combined-cycle natural gas unit to replace old steam-generating unit that is expected to be online in 2016
- Completed comprehensive new energy trading and scheduling system that accurately manages about 2.3 million transactions per year, allowing PWP to more efficiently manage the entire power lifecycle
- Supplied about 25 percent of energy used by PWP customers from renewable energy sources such as wind, solar, geothermal, and biomass
- Helped 120 PWP customers install about 0.60 MW of solar photovoltaic systems at their homes and businesses through the Pasadena Solar Initiative, a program that will continue to provide rebates for customers' to install at least 14 megawatts of solar energy systems by the year 2017
- Initiated updates to City's Energy Integrated Resource Plan for the 2015-2034 planning period to evaluate and optimize PWP's energy supply resources to meet customers' electric needs while balancing various goals for system reliability, fiscal responsibility and environmental stewardship
- Met peak summer water and power demands in 2014, including a near-record 316 Megawatt power demand on September 16 with no service interruptions
- Helped reduce customers' energy usage and costs through the Energy Efficiency Programs with online energy audits, home energy reports and a comprehensive rebate program
- Reduced peak demand for energy in Pasadena by about 3 percent thanks to PWP's outreach/education strategies and investment in energy efficiency
- Provided rebates for residents and businesses totaling about $2.5 million
- Converted five miles of circuit segments from 4kV to 17kV and replaced 90 transformers
- Piloted a new, cost-effective technique to rejuvenate aging cable; completed upgrades at power substations, and installed state-of-the-art equipment at the PWP Electrical Test Lab
- Launched Outage Management System (OMS) to expedite troubleshooting and deployment of personnel; hasten repairs and allow PWP customers to receive timely information about outage updates
- Unveiled a draft Environmental Impact Report for new recycled water system to irrigate public land
- Partnered with the Arroyo Seco Foundation to secure funding to better capture and store mountain rain runoff in the Upper Arroyo Seco
- Continued its investment in the $234 million Water System Master Plan, approved in 2003, to enhance system reliability, including replacing two miles of aging water mains, many of which were installed before World War II

PASADENA CITIZEN SERVICE CENTER 626 744 7311

PWP also took the lead for the City regarding drought awareness and response after the City Council declared a local water emergency and a Level 1 Water Supply Shortage on July 28, 2014. PWP launched a citywide outreach campaign to educate the public on water restrictions and continues to promote a long list of residential and commercial rebates for water-saving appliances and fixtures, especially targeting outdoor water waste.

In 2014, Pasadena residents took advantage of about $400,000 in incentives and ultimately saved more than 30 million gallons of water! Thanks to PWP's water-waste campaign and conservation incentives, citywide water demand reached historic lows in summer 2014, down nearly 10 percent since the water emergency was declared. In 2015 and beyond, look for PWP to continue promoting the goal of reducing per capita water consumption by 20 percent by 2020.

Public Works *Water & Power* *CSC*

Local Economy Continues to Gain Strength

Pasadena's local economy continued to gain momentum in 2014 and strong investments from the private sector in a variety of projects during the past few years are now translating into significant new construction, jobs and hundreds of new residential units for Pasadena.

Top-notch restaurants offering a variety of dining choices; the expansion of the Metro light rail system; new retail shops and a robust schedule of special events in Pasadena will continue to provide an attractive setting for residents and visitors who seek a more energetic lifestyle. This trend is expected to continue in 2015 and beyond making the Pasadena economy a driving force in the San Gabriel Valley and solid investment opportunity for entrepreneurs.

In 2014, the City continued moving forward with its Economic Development Strategic Plan goals to:

- Support investment in our community that creates new jobs;
- Enhance commercial districts to create quality shopping and dining experiences;
- Cultivate an entrepreneurial and academic environment that fosters innovation; and,
- Encourage activities that attract visitors and conventioneers.

Pasadena also remains fortunate to have a vibrant and diverse employment base. Recent figures show Pasadena's unemployment at about 6 percent versus an 8 percent average for Los Angeles County and a 7.2 percent average statewide.

Our City continues to benefit not only from skilled labor but our local academic and research institutions are providing a rich complement to local entrepreneurial activities. In early 2015, Cross Campus will complete one of the region's largest co-working spaces on Raymond Avenue in Old Pasadena, providing an active and creative work space for start-up companies.

The City's partnership with the Innovate Pasadena ***www.innovatepasadena.org*** group during the past two years has resulted in a thriving high-tech sector working with academic institutions and investors. Pasadena's innovation ecosystem is now home to more than 100 tech, design and start-up companies that are helping to change the way the people of the world live, work, connect and play together.

Over in the Playhouse District, the $75 million,155,000-square-foot Playhouse Plaza office building is currently under construction directly adjacent to California's official State Theater, The Pasadena Playhouse. The exciting new building expected to be completed in 2015 will include ground-floor retail and restaurant space that is within walking distance to South Lake Avenue, the Civic Center and Old Pasadena. The project provides a significant anchor investment in Downtown Pasadena and the Playhouse District.

In addition, there are five new hotel projects planned for the City, with one — the Dusit D2 Constance Hotel, ***www.dusit.com*** on Colorado Boulevard—that opened in 2014. The others are in the construction or planning stages. Demand for new residential development remains strong with approximately 1,700 new units under construction or in the planning entitlement process.

Lincoln Properties, meanwhile, continued with its planning process in 2014 for an exciting new development with about 475 residential units and more than 635,000 square feet of office and commercial space at the Parsons Engineering headquarters site adjacent to Old Pasadena.

Total assessed property valuation for Pasadena in 2014 was $24.37 billion, up 5.4 percent from the previous year, according to the Los Angeles County Assessor's Office. The increase is part of an overall trend for both residential and commercial property in Pasadena, one of the few regions in Southern California where property values have remained strong and highly desirable even during the economic recession.

The City of Pasadena remains committed to excellent public services to residents, visitors, businesses and employers. For any additional information related to Pasadena business and economic opportunities visit ***www.cityofpasadena.net/economicdevelopment.***

Planning Department Plays Key Role

The City's Planning and Community Development Department plays a key role in support of economic development projects in the City. In 2014, more than 7,500 construction permits were issued by the Department and 160 planning entitlements were received.

Building and Safety staff conducted more than 26,000 building inspections and more than 33,000 customers were served at the City's Permit Center operated by the Planning Department. Code compliance officers also conducted nearly 6,900 inspections related to code violations in 2014.

A new, automated queuing system at the Permit Center was installed in 2014, improving customer service and monitoring customer traffic. Customers now can use a self-service kiosk or speak directly with a staffer on duty. Live counter wait times are also available online at ***www.cityofpasadena.net/permitcenter.***

The Department also rolled out the City's new energy standards and "Green Building" codes effective July 1, 2014 that are designed to improve the environment and to reduce heat island effects with new energy saving requirements.

In 2014, the City Council adopted the Housing Element of the General Plan presented by the Planning Department. The Housing Element is a key component of the City's General Plan that describes housing needs, analyzes resources for providing it and establishes the policies and programs for future housing.

The City Council also gave conceptual approval for the update to the City's General Plan, which establishes the framework for future economic growth and development within the City. A Draft Environmental Impact Report for the General Plan is near completion with an expected release date of early 2015.

Dusit

Economic Development

Permit Center

CARNEGIE OBSERVATORIES

The Carnegie Observatories is an astronomical gem that most people don't realize exists in Pasadena. The facility was established in 1904 with funding from the Carnegie Institution obtained by scientist George Ellery Hale for the Mount Wilson Observatory. The original 1912 administrative office on Pasadena's Santa Barbara Street is still used today, but the primary astronomical observations occur 5,200 miles away at the Las Campanas Observatory, including the Giant Magellan Telescope shown here.

Financial Data and Information

The following information is provided from the City of Pasadena, FY 2014 Comprehensive Annual Financial Report (CAFR) and illustrates the financial position of the City's general fund, major governmental, and business-type activities, as of June 30, 2014. Additional information, including financial data on the City's discretely presented component units, may be found in the full CAFR available at ***www.cityofpasadena.net/Finance***.

General Fund Balance Sheet	FY 2014 Actuals
Assets	$114,447,227
Liabilities, Deferred inflow of resources	51,169,715
Fund Balance	63,277,512

General Fund Statement of Revenue, Expenditures and Changes in Fund Balance	
Revenue	$214,869,189
Expenditures	213,537,937
Change in Fund Balance	1,331,252

Statement of Net Position			
	Governmental Activity	Business-Type Activity	Total
Assets, Deferred outflow of resources	$785,276,779	$1,069,434,319	$1,854,711,098
Liabilities, Deferred inflow of resources	335,108,424	353,085,061	688,193,485
Total Net Position	450,168,355	716,349,258	1,166,517,613

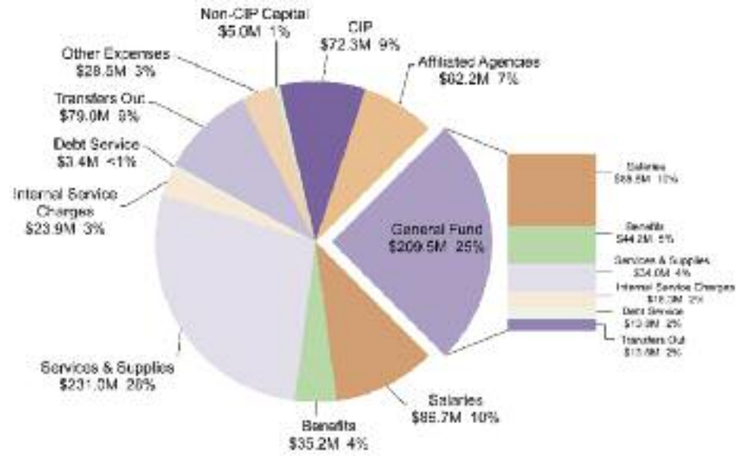
Statement of Activities			
	Governmental Activity	Business-Type Activity	Total
Revenues	$285,627,617	$297,167,703	$582,795,320
Expenses	309,932,175	257,071,579	567,003,754
Transfers	16,304,989	(16,304,989)	-
Change in Net Assets	(7,999,569)	23,791,135	15,791,566

Source: City of Pasadena Comprehensive Annual Financial Report Year Ended June 30, 2014

The Fiscal Year 2015 operating budget, which took effect July 1, 2014, is the fiscal expression of the City's annual goals. The budget is a continuation of the City of Pasadena's efforts to fulfill its mission of delivering exemplary municipal services responsive to our entire community, consistent with our history, culture and unique character.

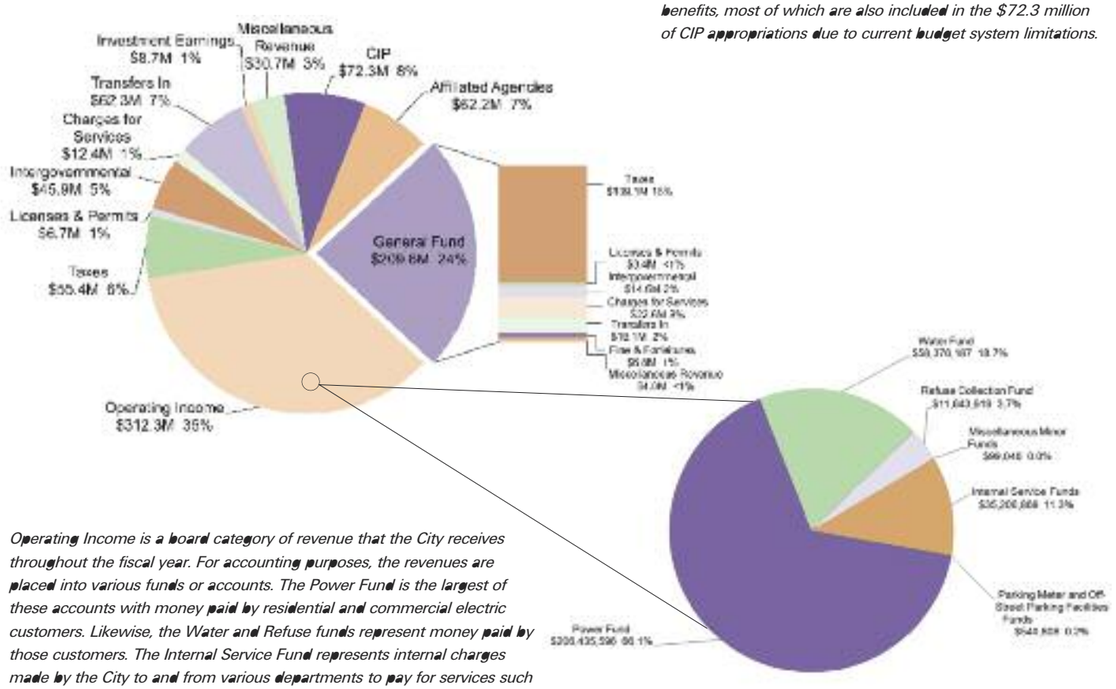
The pie charts below show both revenues and expenditures with break-out details specific for the General Fund.

Appropriations by Category



Revenues by Category

Note: Both the revenue and appropriations charts include inter-fund transfers totaling $136.8 million. The appropriations chart includes $26.9 million in capital-related salaries and benefits, most of which are also included in the $72.3 million of CIP appropriations due to current budget system limitations.



Operating Income is a board category of revenue that the City receives throughout the fiscal year. For accounting purposes, the revenues are placed into various funds or accounts. The Power Fund is the largest of these accounts with money paid by residential and commercial electric customers. Likewise, the Water and Refuse funds represent money paid by those customers. The Internal Service Fund represents internal charges made by the City to and from various departments to pay for services such as information technology, building maintenance and vehicle maintenance.

OPERATING INCOME

Pasadena's Capital Improvements

Maintaining and improving Pasadena's infrastructure is a key part of the services provided by the City. The Capital Improvement Plan budget helps pay for these many projects. From keeping the streets and bridges clean and safe and the community centers and parks in tip-top shape, to providing for the efficient and reliable delivery of utilities and the protection of the City's historic buildings. The charts here illustrate the City's deep commitment to providing quality infrastructure to our residents and businesses during Fiscal Year 2015 and beyond.

Planning for Pasadena's capital improvements is done on a five-year cycle, updated annually. The five-year Capital Improvement Plan is one of the most important ways the City plans for the future and is a compilation of new construction and ongoing major maintenance projects. The projects highlighted here are just some of the many ways that the City is investing in the future.

DEPARTMENT OF PUBLIC WORKS
La Loma Bridge Rehabilitation

In 2006, the City Council approved the final Environmental Impact Report and authorized the $16 million seismic retrofit of the historic La Loma Bridge, which spans 378 feet across the lower Arroyo Seco. With approximately $13 million in funding from the Federal Highway Bridge Program, construction is expected to begin on the century-old bridge in spring 2015 and will be completed in fall 2016.

www.cityofpasadena.net/PublicWorks/La_Loma_Bridge_Project

DEPARTMENT OF PUBLIC WORKS
Desiderio Park Development

In October 2014, the City Council approved the final Environmental Impact Report for the development of 75 percent of the former Desiderio Army Facility into a 3.9-acre park to enhance the quality of life for Pasadena residents and visitors. The new $1.6 million Desiderio Park will include features such as a small children's playground, walkways looping throughout the park and an open meadow. A contract for the demolition of the army facility was awarded in November 2014. Demolition will begin in winter 2015 and is expected to be completed in spring 2015.

www.cityofpasadena.net/PublicWorks/Desiderio_Neighborhood_Park

DEPARTMENT OF PUBLIC WORKS
Muir High School South Sports Field Improvements

This project will provide for a complete renovation and expansion of one soccer field and one softball field for City sports activities. Improvements include new sports lighting for evening practices and activities, small freestanding restroom, accessibility improvements and site furnishings such as benches and trash receptacles. Construction will begin in winter 2015 and is expected to be completed in spring 2015. ***www.cityofpasadena.net/PublicWorks***

PASADENA WATER & POWER DEPARTMENT
Glenarm Repowering Project

In 2013, the City Council approved the Environmental Impact Report for the replacement of an aging power generating unit at the historic Glenarm Power Plant with more efficient and environmentally friendly technology as part of Pasadena's long-term power supply plan. PWP broke ground on the multimillion dollar project in July 2014. The new natural-gas fueled steam unit ("GT-5") will replace the Broadway unit in operation since 1965. In addition, the project supports local hiring efforts by requiring that Pasadena residents represent 25 percent of the contracted project payroll. It also benefits local businesses through the City's Pasadena First – Buy Local program, which strives for 15 percent local business participation. Construction is expected to be completed by June 2016.

www.cityofpasadena.net/waterandpower/GT5

LEVITT PAVILION

Each summer, thousands of music aficionados throughout California find their way to Pasadena to discover this acoustic gem by attending one or more of the 50 free performances as part of the Levitt Pavilion Summer Concert Series. The outdoor, golden-hued bandshell at Pasadena's Memorial Park is really the beautiful jewelry case that opens up with an eclectic mix of music for all ages and tastes.

DEPARTMENT OF TRANSPORTATION
Bicycle Detection and Pedestrian Safety Enhancements at Signalized Intersections

The Department of Transportation is undertaking a $2.5 million project to enhance City traffic signals to better meet bicyclists' traffic needs. Upgrades will be made to at least 35 Pasadena intersections along Washington Boulevard, Mountain Street, Hill Avenue and Altadena Drive to properly detect bicyclists approaching the intersections and provide them the necessary greenlight time to cross the intersection. The department is also coordinating with the Department of Public Works to enhance pedestrian safety at the intersections of Fair Oaks Avenue and Colorado Boulevard and Lake Avenue and Mountain Street. The $450,000 project includes construction of bulb-outs, curb ramps, improved crosswalk visibility and associated striping. Both projects are expected to be completed in December 2015.

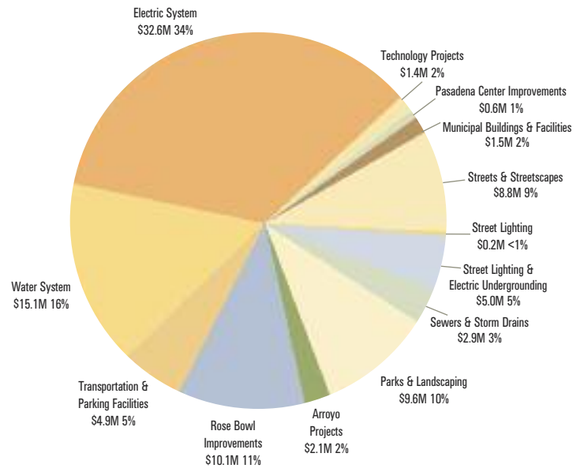
www.cityofpasadena.net/transportation

PASADENA POLICE DEPARTMENT
Vehicle Audio and Video Enhancements

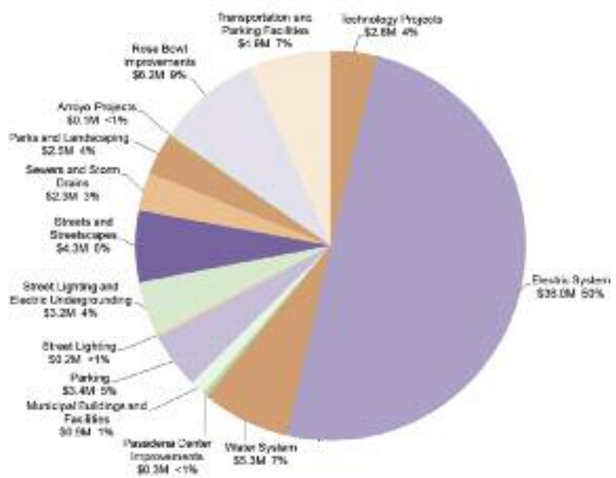
In October 2014, the City Council gave approval for the replacement of the Police Department's outdated mobile audio and video in-car system with state-of-the-art technology to enhance transparency and accountability between the Pasadena community and public safety. Mobile audio and video components will be replaced in an estimated 60 police cars and 16 police motorcycles, allowing for approximately $900,000 in enhancements including the recording of critical incidents and an improved wireless infrastructure for the uploading of data.

www.cityofpasadena.net/police

FISCAL YEAR 2014 CAPITAL IMPROVEMENT PROGRAM APPROPRIATIONS BY MAJOR PROJECT CATEGORY



FISCAL YEAR 2015 CIP APPROPRIATIONS BY PROJECT CATEGORY



Green City Update: Making Pasadena a More Environmentally Friendly City

In 2006, Pasadena joined a growing list of cities around the globe that have adopted "Green City" initiatives that help reduce the environmental impact related to urbanization. Pasadena remains committed to ensuring the City does its part to help create a sustainable and renewable lifestyle for residents and businesses while at the same time making sure the City itself operates in an environmentally friendly way that contributes to reducing our long-term impact on the planet.

Using renewable energy sources like solar; adding modern, more fuel-efficient and less polluting vehicles to the City's fleet; installing energy efficient lighting; and developing long-term plans for zero waste are just some of the accomplishments in keeping with the vision for the Green City initiatives.

Since Pasadena's 2010 Green City Report was published, the City's efforts to become a more environmentally friendly city have been led primarily by the departments of Water and Power (PWP), Public Works, Planning & Community Development, Transportation and Public Health. These departments have helped the City, its residents and businesses make improvements in energy consumption and conservation, waste reduction and transportation. Below are key accomplishments made by these departments during the past few years. A more comprehensive report will be published in 2015.

Energy–PWP

- In 2011 installed a City-owned solar generating system on the Windsor Reservoir roof, saving the City $17,000 a year in electric charges.
- Added three Megawatts of solar energy projects since 2012 and has provided incentives for five Megawatts of customer-owned solar energy projects.
- Worked with Public Works to replace inefficient lighting in 26 City facilities and retrofitted over 100 inefficient City street lamps with more efficient induction lighting.
- Launched the Water and Energy Direct Install Program to help qualified small businesses receive efficient upgrades at no cost.

ARTNIGHT

The value and popularity of this twice yearly gem cannot be overstated. Thousands of art and theater lovers flock to the streets of Pasadena to go on a mini treasure hunt seeking out the City's many art galleries, museums, theaters and other venues for a free night of culture and music. Changes and additions to the venue line-up and displays ensure new gems are discovered with every ArtNight!

Waste Reduction–Public Works

- Cleared and recycled 60,000 tons of tree debris from City streets following the 2011 windstorm.
- Since 2013 recycled 180 tons of mulch annually through the mulch giveaway program.
- Improvements to the Rose Bowl Recycling Program resulted in recycling increases of 38 percent in 2013 and 56 percent in 2014.
- Since 2013 conducted quarterly enforcement sweeps to curb recycling scavengers.
- In October 2014 the City Council adopted The Zero Waste Strategic Plan, which calls for achieving no less than an 87-percent waste diversion rate by 2040.

Urban Design–Planning & Community Development

- In 2011 the City adopted an ordinance prohibiting the distribution of single-use plastic carryout bags for consumer use and establishing a charge for single-use paper bags.
- In 2012 the City Council adopted the Open Space and Conservation Element, which provides a blueprint for natural open space protection and resource conservation.
- In 2013 the City Council adopted the Greenhouse Gas Inventory and Reduction Plan, a first step toward developing a plan to reduce Pasadena's carbon footprint.

Urban Nature–Public Works

- Updated the inventory of available park space to include the Linda Vista Neighborhood Park-school site, which is located in a "gap" area that will benefit from park space.
- Completed approximately 8 acres of habitat restoration in the Lower and Central Arroyo Seco.
- Acquired an additional 1.1 acres of natural land for the expansion of Annandale Canyon Park.
- In 2013 Pasadena's trees sequestered 4,164 tons of carbon, removing 24.7 tons of pollutants from the air and saving 3,316 megawatt hours of energy.

Mobility–Transportation

- Replaced 100 percent of the diesel-fueled transit fleet operating on Pasadena's fixed-route transit system with compressed natural gas (CNG) vehicles
- Expanded the number of public electric vehicle charging stations to 33
- Partnered with Zipcar to introduce 20 on-street hybrid car sharing vehicles
- Implemented the Fold-N-Go Pasadena program, which subsidized the purchase of 430 folding bicycles for residents and employees accessing public transit
- Improved transit service by 33 percent on the most heavily used routes.

Environmental Health–Public Health

- Released the 2012 Pasadena/Altadena Quality of Life Index, identifying opportunities to improve environmental factors impacting public health.
- In 2011 the Healthy Food and Beverage Vending and Procurement Policy was adopted, requiring vending machines on City property and City-funded meals meet nutrition standards.
- In 2011 the City Council approved amendments to the Tobacco Use Prevention Ordinance, prohibiting smoking in multi-unit housing to protect residents from secondhand smoke.
- In 2014 awarded a $1.5 million Racial and Ethnic Approaches to Community Health grant to reduce tobacco-related health disparities.

Water–PWP

- In June 2011 the City Council adopted the 2010 Urban Water Management Plan.
- In July 2012, extended the water-saving turf replacement program to businesses.
- PWP and Public Works partnered with Pasadena Unified School District to provide the Green Living Curriculum to 2nd and 3rd graders.
- In 2011 opened the Monk Hill Groundwater Treatment Plant near JPL.
- Incentivized the retrofit of public restrooms to waterless urinals and low-flush toilets.
- Drafting the Environmental Impact Report for the citywide recycled water system. Construction is expected to begin in 2016.

PASADENA PLAYHOUSE

A must-attend destination for theater patrons and performers alike, The Pasadena Playhouse traces its roots back to 1917; and has been designated as California's official State Theater since 1937. For many years, this theatrical gem was closed and almost torn down. Thanks to the City and community officials, this diamond-in-the-rough was rediscovered, polished anew and its gleam restored.

Boards, Commissions and Committees

The leadership and direction provided by the Pasadena City Council could not be accomplished without the support and hard work of the dedicated community members who volunteer their time and effort as appointed members of the City's Boards, Commissions and Committees. The City thanks the following community members and City staff for their time and effort. Current members are listed along with those who also served in 2014.

Accessibility and Disability Commission
Chair: Dennis Campos
Current Members: Jorge J. Lambrinos, Jennipha-Lauren Nielsen, John Orr, Judy Post, Joy Rittenhouse, Dr. Xilian Chen Stammer and Michael Warner II.
Former Member: Dolores Gibbs
Staff: Robert Gorski

Arts & Culture Commission
Chair: John McLean
Current Members: Edgar Arceneaux, Maggie Belton, Laurie Burruss, Angela Contreras, Cybele Garcia Kohel, Elizabeth "Buff" Megaw, Tiffany Owens and Meriel Stern.
Former Members: Lyla White and Patrick Conyers
Staff: Rebecca Gonzalez

Code Enforcement Commission
Chair: Michael Warner
Current Members: Imran Chaudhry, Robert Clinton, William R. Francis, Leonard James Hartley, Barbara King, Mary Machado Schammel and Peter Wong.
Former Member: Jason Lucas
Staff: Angelica Rhemrev and Lorraine Nava

Commission on the Status of Women
Chair: Anne Wolf
Current Members: Milena Albert-Mgeladze, Charlotte Bland, Marna Cornell, Tamika Farr, Loren Yepez Hernandez, Nichelle Holliday, Anne Wolf and Michelle Zavala.
Former Members: Andrea Abrams and Jennifer McCreight Staff: Rozanne Adanto

Community Health Alliance of Pasadena
Current Member: Judith Saunders

Deferred Compensation Oversight Committee
Chair: Steve Mermell
Current Members: Yesenia Alvarado, Dean Billman, Mark Jomsky and Raphy Timour.
Former Member: David Goodrich Staff: Veronica Jones

Design Commission
Chair: Ali Barar
Current Members: John Byram, Mic Hansen, Alan A. Loomis, Noam Maitless, Blair Miller, Roberto Moreno, Andrea Rawlings and Meriel Stern.
Former Members: Bob Carpenter and Lyla White.
Staff: Claudia Burciaga-Ramos

Environmental Advisory Commission
Chair: Laura Garrett
Current Members: Sandra Ell, Paula Kelly, Alan Lamson, Christopher Schraeder, Edwina Travis-Chin, Ed Wilson, Morey Wolfson and Gabrielle C. Woods.
Former Member: Michael Hurley
Staff: Laura Dahl

Fire and Police Retirement Board
Chair: Keith Jones
Current Members: Peter J. Boyle, John H. Brinsley, Lt. Keith Jones, William Joseph "Joe" Milligan and Terry Tornek Staff: Jill Fosselman

Historic Preservation Commission
Chair: Catherine Phelps
Current Members: Kenneth Ayala, Carolina Santoro Blengini, Estella Casas, Darrell Cozenm Emina Darakjy, Sandra Clark Davis, Bridgid Fennell, Gary Floyd, Caprice D. "Kip" Harper, Barbara Lamprecht, Jaime Lara, Tina Miller, Michael O'Brien, Andrea Rawlings, Laura Rodriguez and Steven Sunshine.
Former Members: Marcia Sola, Paul Martin, Gary Floyd and Veronica Boone
Staff: Claudia Burciaga-Ramos

Human Relations Commission
Chair: Nat Nehdar
Currentg Members: Zavon Brown, Jacqueline Broxton, Tamerlin Godley, Justin Jones, Felicia Kademian, Soji Kashiwagi, Jonathan Paek and Sahag Yedalian.
Former Members: Terrie Ann Allen, Vahe Atchabahian and Laura Craft Hogensen.
Staff: Sonya Amos

Human Services Commission
Chair: Vera Vignes
Current Members: Jacques Bolton, Kim Chavarria, Hector La Farga, Jr., Laura Luna, Armand Montiel, Eric Sahakian, Tony Santilena, Peggy Sisson, James Smith, Tashera Taylor, Vera Jean Vignes and Jasmine Ward
Former Members: Valerie Wardlaw, Ana Ogaz, Yuny Parada, Jason Anderson
Staff: Mercy Santoro and Lisette Jabola

Library Commission
Chair: Debbie Ayala
Current Members: Karla Bluestone, Sharon Calkin, Morris Dent, Victor Gonzalez, Jane Haderlein, Janice Segall and Wendy Wang.
Former Member: Kathleen Hamilton
Staff: Debi Humphrey

Metropolitan Water District
Current Member: Cynthia Kurtz
Staff: Dawn Chin

Northwest Commission
Chair: Craig Washington
Current Members: Yuan Chen, Hilda Marella Delgado, Michelle Richardson-Bailey, Cindy Schnuelle, Fernando Serrano, Allen Shay, Jose Noel Toro and Sheryl Turner.
Former Members: Tarek Shawky and Annette Nicole Perry
Staff: Lola Osborne

Old Pasadena Parking Meter Zone Advisory Commission
Chair: Debbie Meymarian
Current Members: Marilyn Dee Buchanan, Susan Hickman, Sally Lunette, Steve Mulheim, and Scott Ward.
Staff: Mike Woolson

Pasadena Center Operating Company Board
President: Gene Gregg
Current Members: Ann E. Clary, Michael De Leon, Julie Gutierrez, Paul Little, Timothy Lusher, Steve Madison, James McDermott, Richard McDonald, Mike Owen, Steven Parker, Diane Philibosian, Phlunte Riddle, Felicia Williams and Reggie Woolridge.
Former Members: Carl Sprayberry, Richard Loguercio and Ray Serafin.
Staff: Michael Ross

Pasadena Community Access Corporation Board
President: George Falardeau
Current Members: William Boyer, Hoyt Hilsman, Beth Leyden, Thomas Majich, Robert B. Miller, Robert Oltman, Yuny Parada, Gail Gordon-Schaper, Timothy Winter and Harald Zechner.
Former Member: Lizelle Singian-Brandt
Staff: Keri Stokstad

Planning Commission
Chair: Mark Persico
Current Members: Stephanie DeWolfe, Vince Farhat, Mic Hansen, Ann Marie Hickambottom, Greg Jones, Louisa Nelson, Tim Wendler and Michael Williamson.
Staff: Paulina Rivera

Recreation and Parks Commission
Chair: Rita Moreno
Current Members: Donabed L. Donabedian, Donna Estacio, Anita Fromholz, Ciran Hadjian, Lisa Jeffrey, Patricia Keane, Thom Mrozek and Rob Shepherd.
Staff: Stacy Houser

Rose Bowl Aquatics Center
Current Members: Kristen Farley, William J. May, Dennis Murphy, Millard E. Murphy and John H. Plummer.
Staff: Kurt Knop

Rose Bowl Operating Company Board
President: Victor Gordo
Current Members: Alex Aghajanian, Paul Arevalo, Michael Beck, C. Scott Boone, Pixie Boyden, Joel Bryant, Khatchik Chahinian, Fred Claire, William H. Cormier, Edward Garlock, Fred Lowe and Nicholas Rodriguez
Former Member: Dennis Murphy
Staff: Darryl Dunn

Santa Monica Mountains Conservancy Advisory Committee
Current Member: Judith Wilson
Staff: Rosa Laveaga

Senior Commission
Chair: Chris Gutierrez
Current Members: Dave Folz, Akila Gibbs, Chris Gutierrez, Cheryl Hubbard, David Jacobs, Angie Mont O'Brien and Jean Owen
Former Members: Ellie Podway, Rica Duff, Patricia Trollman, Carol Brainerd, Larissa Stepanians and Rose Marie Pico
Staff: Lisette Jabola

South Lake Parking Place Commission
Current Members: Darrell Done, Jennifer Higginbotham, John S. "Pete" Kutzer, Perry Vidalakis and Julianne Worrell
Former Members: Gina Tleel, Christopher Hiddleson
Staff: Mike Woolson

Transportation Advisory Commission
Chair: Stephen Acker
Current Members: Manoochehr Adhami, Christopher Todd Burner, James De Pietro, Jonathan Edwards, Greg Gunther, Neil Kleinman, and Blair Miller.
Staff: Alex Flores

Urban Forestry Advisory Committee
Current Members: John Byram, Emina Darakjy, Danny Donabedian, Roy Leisure, Rita Moreno and Colin Silvio.
Former Members: Donna Estacio and Rob Shepherd
Staff: Darya Barar, Parks and Natural Resources

Awards & Special Recognitions

In 2014, the City of Pasadena and many City Departments were recognized with a variety of awards and special recognitions, including:

- **Reliable Public Power Provider (RP3®) "Platinum" designation** from the American Public Power Association (APPA). Based on reliability, safety, work force development and system improvement, Pasadena Water and Power (PWP) holds the prestigious Reliable Public Power Provider "Platinum" designation from the American Public Power Association for providing the highest degree of reliable, safe electric service.
- **Treeline USA Award from the National Arbor Day Foundation** for protecting the city's trees through responsible power line clearance practices; PWP has now earned this award for 12 consecutive years.
- **Merit Award from the APPA** honoring the 2013 Pasadena Water and Power Annual Report for excellence in communications; PWP was one of 11 public power utilities to receive awards of excellence and merit in the APPA Annual Report Contest.
- **Grant Funding** from the Federal Transit Administration (FTA) Job Access and Reverse Commute (JARC) totaling nearly $3.5 million to operate four years of additional hours on the Pasadena Area Rapid Transit System's (ARTS) most heavily traveled route, Route 20, and three years of additional midday service on the system's second most used route, Route 31/32. Grant funding also includes the purchase of one additional ARTS bus in FY 2014.
- **Low-income Housing Tax Credits** totaling nearly $17 million for Heritage Square Senior Apartments and more than $5 million in additional housing tax credits for the Mar Vista Union Apartments.
- **American Public Works Association 2014 Project of the Year** to Department of Public Works and RBOC for the $2.2 million Arroyo Blvd Bioswale/Rose Bowl (brick mosaic) Entry Plaza improvement project.
- **Urban Land Institute's 2014 Ralph C. Larson Housing Policy Leadership Award** for the best affordable and workforce housing policy in the nation.
- **State Department of Housing Community Development** $449,050 award in park funds based on affordable housing production.
- **"High Performer"** recognition for Pasadena Housing Authority designated by the U.S. Department of Housing and Urban Development.
- **National League of Cities** $50,000 CHAMPS grant to develop a coordinated system that provides year-round meals to low-income children and youth. The grant is intended to increase participation in existing programs, to improve community awareness and to expand to serve more sites.
- **Pasadena Community Gardens Conservancy's** $20,000 grant for the Villa-Parke Community Garden to support the work of the Master Gardener, which, in turn, is helping to provide fresh fruits and vegetables to local families.
- **LA 84 Foundation Award** to the City's Summer Aquatics Program of $4,000 to teach 300 middle school youth how to swim
- **Top Ranked City in the 2014 Digital Cities Survey** by the Center for Digital Government. Pasadena was ranked eighth in the 2014 survey for cities with populations between 125,000 and 249,999 residents for its progressive and innovative uses of technology.
- **Distinguished Budget Presentation Award:** For the Fiscal Year 2014 Operating Budget document from the Government Financial Officers Association.
- **Operating Budget Excellence Award:** For the Fiscal Year 2014 Operating Budget document from the California Society of Municipal Finance Officers.

The City also achieved recognition on various "Top Ten" survey lists published by a variety of online sites in 2014, including:

- **The 10 Best Mid-Sized Cities for Food Lovers – Pasadena ranked #1**
- **The 10 Healthiest Mid-Size Cities – Pasadena ranked #5**
- **America's 10 Most Exciting Mid-Sized Cities – Pasadena ranked #8**
- **USA Today Fan Index of 10 Best Stadiums in College Football – Rose Bowl Stadium ranked #1**

Food Lover

Healthiest

Exciting Cities

Best Stadiums

About Pasadena

Pasadena is small city with world-class style that is home to many internationally famous places, events and activities. The Norton Simon Museum and its priceless works of art; Caltech, consistently rated as one of the world's best research universities; the luxurious Langham Hotel; Gamble House, the iconic American Arts and Crafts architectural masterpiece; the USC-Pacific Asia Museum; the Carnegie Observatories; NASA's Jet Propulsion Laboratory; the Rose Parade and the National Historic Landmark Rose Bowl Stadium and City Hall are just some of the many elements that make Pasadena an outstanding place to live, visit, learn and do business.

Distinctive neighborhoods and business areas like Old Pasadena, South Lake Avenue, Hastings Ranch, Washington Boulevard and the Playhouse District offer a wide array of entertainment, art galleries, cultural amenities, museums, theaters and more dining opportunities than almost any city in the United States. Retail, financial and superior health services also abound.

Pasadena provides a variety of housing options, with more being developed in the coming years, while the City's abundant and well-maintained parks provide great outdoor recreation and relaxation opportunities for all. The 130-year-old Pasadena Public Library system maintains an extensive collection of books and other resources, providing life-long centers of learning and community gathering spots.

Our historic City Hall also serves as an important hub for residents and visitors alike who come every day to marvel at and photograph its distinctive style and grace. The symbol of local government also serves as an important backdrop for many special events, concerts, community gatherings and other activities.

Pasadena is a bustling city full of spirit and life; vibrant with small-town charm but a sophisticated, international cachet. A city where nearly 140,000 people call home and a place where many, after visiting, wish they could call home too.

Facts & Stats

- Location: Los Angeles County, in the San Gabriel Valley, 15 miles north of downtown Los Angeles
- Square miles: 23
- Average temperature: 71.48 degrees (Source: NOAA)
- Year of incorporation: 1886
- Population; 140,879 (Source: California Department of Finance estimate as of January 1, 2014)
- Average household size: 2.41 (Source: Business Decision database)
- Median household income: $68,172 (Source: U.S. Census Bureau, 2013 American Community Survey)
- Total assessed property valuation for 2014: 24.365 Billion, up by 5.4% from last year. (Source: 2014 Annual Report, Office of the Assessor, Los Angeles County)
- 2014 retail taxable sales: $2,878,182,400 (Source: MuniServices–the City's sales tax consultant)
- Website: ***www.cityofpasadena.net***
- Main Twitter and Facebook sites: ***www.twitter.com/pasadenagov, www.facebook.com/cityofpasadena***
- City government cable TV: KPAS, Channel 3, Charter; Channel 99, AT&T U-Verse

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